This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 (currently amended): A method, comprising:

receiving ~~creating~~ one or more unmodified ~~customized, personalized or targeted~~ ~~integrated~~ video data streams comprised of television content;

creating one or more integrated video data streams by integrating interactive content into the one or more unmodified video data streams based on one or more rules targeting receivers having a particular characteristic ~~by automatically integrating, in response to one or more~~ ~~business or personalization rules, two-way interactive content with an unmodified video data~~ ~~stream comprised of television (TV) broadcast content~~; and

transmitting the ~~customized, personalized or targeted~~ one or more integrated video data streams to one or more receivers having the particular characteristic for display.

2 (currently amended): The method of claim 1, wherein the interactive content includes Internet advertising content and the television ~~TV broadcast~~ content includes television ~~TV~~ commercial content.

3 (currently amended): The method of claim 1, further comprising:

using data associated with the interactive content and data associated with the television content to link~~linking~~ the interactive content with the ~~TV~~television ~~broadcast~~ content.

4 (currently amended): The method of claim 1, further comprising:

displaying the one or more integrated video data streams ~~content~~ at the one or more receivers having the particular characteristic to allow a user to interact with the interactive content.

5 (currently amended): The method of claim 1, wherein ~~the automatically~~ integrating ~~of~~ the interactive content into the one or more unmodified video data streams includes

~~automatically~~integrating the interactive content with the ~~TV~~television ~~broadcast~~ content without modifying the interactive content and the ~~TV~~television ~~broadcast~~ content.

6 (original): The method of claim 1, wherein the interactive content includes an advertising banner.

7 (currently amended): The method of claim 1, ~~further comprising~~wherein the particular characteristic is based on tracked user interactions with the interactive content~~targeting specific receivers with the integrated content~~.

8 (currently amended): A system for integrating content, comprising:

an integration unit configured to create one or more ~~customized, personalized or targeted~~integrated video data streams by ~~automatically~~ integrating, ~~in response to one or more business or personalization rules, two-way~~ interactive content ~~with~~ into one or more~~an~~ unmodified video data stream~~s~~ comprised of television ~~(TV) broadcast~~ content based on one or more rules targeting receivers having a particular characteristic, and further configured to transmit the ~~customized, personalized or targeted~~ one or more integrated video data streams to one or more receivers having the particular characteristic for display.

9 (currently amended): The system of claim 8, wherein the interactive content includes Internet advertising content and the ~~TV~~television ~~broadcast~~ content includes ~~TV~~ television commercial content.

10 (currently amended): The system of claim 8, further comprising:

a storage unit configured to store data associated with the interactive content and data associated with the television content; and

a linking unit configured to link the interactive content with the ~~TV~~television ~~broadcast~~ content based on the data stored in the storage unit.

11 (currently amended): The system of claim 8, further comprising:

a receiving unit <u>configured</u> to receive the <u>one or more</u> integrated ~~content~~<u>video data streams</u>; and

a display unit <u>configured</u> to display the <u>one or more</u> integrated ~~content~~ <u>video data streams and</u> to allow a user to interact with the interactive content.

12 (currently amended): The system of claim 8, wherein the integration unit is <u>configured</u> to integrate ~~automatically~~ the interactive content with the ~~TV~~<u>television</u> ~~broadcast~~ content without modifying the interactive content and the ~~TV~~<u>television</u> ~~broadcast~~ content.

13 (original): The system of claim 8, wherein the interactive content includes an advertising banner.

14 (currently amended): The method of claim 8, further comprising:

a ~~targeting~~ <u>tracking</u> unit to ~~target~~ <u>track</u> ~~specific receivers~~<u>user interactions</u> with the integrated content.

15 (currently amended): A method for processing <u>one or more</u>~~a~~ video data stream<u>s</u>, the method comprising:

receiving ~~an~~<u>one or more</u> unmodified video data stream<u>s</u>;

downloading interactive content;

~~automatically~~ integrating, ~~in response to~~<u>based on</u> one or more ~~business or personalization~~rules <u>targeting receivers having a particular characteristic</u>, the ~~two-way~~ interactive content with the <u>one or more</u> unmodified video data stream<u>s</u> to create one or more ~~customized, personalized or targeted~~ integrated video data streams; and

transmitting the ~~customized, personalized or targeted~~<u>one or more</u> integrated video data streams to one or more receivers <u>having the particular characteristic</u> for display.

16 (currently amended): The method of claim 15, further comprising:

displaying the ~~interactive content and the~~one or more integrated video ~~data~~ streams at the one or more receivers having the particular characteristic; and

launching interactive services via the one or more integrated video data streams~~interactive content~~.

17 (currently amended): The method of claim 15, wherein the one or more receivers having the particular characteristic include a set-top box.

18 (currently amended): The method of claim 15, wherein the one or more unmodified video data streams includes television~~TV~~ commercial content.

19 (currently amended): The method of claim 15, further comprising:

~~customizing~~ defining the ~~interactive content~~particular characteristic to target receivers associated with ~~for~~a specific market, group, or geographic region.

20 (currently amended): A system for processing one or more~~a~~ video data streams comprising:

a receiving unit configured to receive ~~an~~one or more unmodified video data streams;

a downloading unit configured to download ~~two-way~~ interactive content;

an integration unit configured to integrate ~~automatically,~~ ~~in response to~~based on one or more ~~business or personalization~~ rules targeting receivers having a particular characteristic, the ~~two-way~~ interactive content with the one or more unmodified ~~the~~ video data streams to create one or more ~~customized, personalized or targeted~~integrated video data streams; and

a transmitting unit configured to transmit the ~~customized, personalized or targeted~~integrated video data streams to one or more receivers having the particular characteristic for display.

21 (currently amended): The system of claim 20, wherein the one or more receivers having the particular characteristic include a set-top box.

22 (currently amended): The system of claim 20, wherein the one or more unmodified video data streams includes ~~TV~~ television commercial content.

23 (currently amended): The system of claim 20, further comprising:

a ~~customizing~~ targeting unit configured to ~~customize~~ define the ~~interactive content~~ particular characteristic to target receivers associated with ~~for~~ a specific market, group, or geographic region.

24 (currently amended): A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation, comprising:

creating one or more ~~customized, personalized or targeted~~ integrated video data streams by ~~automatically~~ integrating, ~~in response to~~ based on one or more ~~business or personalization~~ rules targeting receivers having a particular characteristic, ~~two-way~~ interactive content with ~~an~~ one or more unmodified video data streams comprised of television ~~(TV) broadcast~~ content; and

transmitting the ~~customized, personalized or targeted~~ one or more integrated video data streams to one or more receivers having the particular characteristic for display.

25 (currently amended): The machine-readable medium of claim 24, further providing instructions, which if executed by the processor, ~~causes~~ cause the processor to perform an operation comprising:

using data associated with ~~linking~~ the interactive content and data associated with the television ~~TV broadcast~~ content to link the interactive content with the television content.

26 (currently amended): The machine-readable medium of claim 24, further providing instructions, which if executed by the processor, ~~causes~~ cause the processor to perform an operation comprising:

displaying the one or more integrated ~~content~~ video data streams at the one or more receivers having the particular characteristic to allow a user to interact with the interactive content.

27 (currently amended): A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

receiving ~~an~~ one or more unmodified video data stream~~s~~;

downloading ~~two-way~~ interactive content;

~~automatically~~ integrating, ~~in response to~~based on one or more ~~business or personalization~~ rules targeting receivers having a particular characteristic, the ~~two-way~~ interactive content with the one or more unmodified video data stream~~s~~ to create one or more ~~customized, personalized or targeted~~ integrated video data streams; and

transmitting the ~~customized, personalized or targeted~~one or more integrated video data streams to one or more receivers having the particular characteristic for display.